

Appendix A. Online Survey: The Maturity of Place Marketing Territorial Self-Government Units (TSGU)

1.PART 1. EVALUATION OF ACTIONS	
Question	Answer on a 10-point scale between the extreme alternatives A and B
1.	A. We are a typical unit with a wide offer - we have a lot to offer B. We are a unit with a unique character, which is strongly distinguished by the symbol, offer, resource, economic specialization, etc.
2.	A. We address activities to a wide audience B. We address activities to precisely defined target groups
3.	A. As a result of actions taken, you can't hear about us abroad B. As a result of our actions, you can hear about us abroad
4.	A. As a result of actions taken, you can't hear about us in the region B. As a result of actions taken, you can hear about us in the region
5.	A. As a result of actions taken, you can't hear about us in the country B. As a result of actions taken, you can hear about us in the country
6.	A. Marketing activities are not carried out based on the defined brand concept B. Marketing activities are carried out based on the defined brand concept
7.	A. The budget is too small due to the marketing needs of the commune or a budget not suited to the needs B. A budget responding to changing needs and marketing activities (including promotional ones)
8.	A. Defined marketing goals need updating B. Defined marketing goals are current
9.	A. Marketing goals are formulated in a small group of experts B. Marketing goals developed in the formula of deliberation with the participation of broad stakeholder groups
10.	A. Marketing and promotional activities are taken sporadically B. Regular, coordinated marketing policy of the commune
11.	A. Distributed marketing competences in the office - implementation of marketing activities by various organizational units B. A deliberately separated office, department or position specializing in territorial marketing
12.	A. Territorial marketing has not significantly influenced the strengthening of the image of the individual over the last three years B. Territorial marketing has significantly strengthened the image of the individual over the past three years

13.		A. Low rank of marketing policy in a territorial unit B. High rank of marketing policy in a territorial unit
14.		A. There is a competence gap in marketing knowledge in a territorial unit B. Employees have high competences in the field of marketing knowledge
15.		A. We do not have a system for monitoring and evaluation of marketing activities in a territorial unit B. We have a system for monitoring and evaluation of marketing activities in a territorial unit
16.		A. Territorial marketing implemented by authorities and organizational units in a territorial unit B. Territorial marketing coordinated by a territorial unit and most often implemented in partnership with other entities (non-governmental organizations, residents, entrepreneurs, etc.)
17.		A. We do not have a marketing strategy or document of a similar nature, or do not implement it B. We implement territorial marketing according to the adopted marketing strategy or a document of a similar nature
18.		A. The marketing activities undertaken are interventionist (they directly respond to currently diagnosed needs) B. The marketing activities undertaken are of a systemic nature (they are previously planned and implemented by various entities, the Commune coordinates the schedule for their implementation)
19.	How would you describe the specifics of territorial marketing implemented by your territorial unit?	A. The territorial unit uses proven and common marketing approaches and tools (similar activities are often implemented in other units in the country) B. The marketing approaches and tools used are tailored to the specifics of the individual (unique and strongly emphasizing its uniqueness)
20.		A. The territorial unit uses a narrow - undifferentiated catalog of PR and promotion tools B. The territorial unit uses a wide and diverse catalog of marketing activities
21.		A. The territorial unit does not take actions in the implementation of events or unique investments at least at the national level B. The territorial unit undertakes actions in the area of implementation of unique events or investments at least on a national scale
22.		A. The territorial unit does not take surprising marketing activities B. Every once in a while a territorial unit undertakes surprising marketing activities

PART 2. PLACE PROFILE

Question	Answer
23. The marketing activity of the territorial unit is undertaken mainly in the field of (max. 3 answers):	investment support housing offer cultural offer tourist offer sport and recreation

	religious worship educational offer commercial and service offer trade fair and exhibition offer health services
24. The territorial unit is:	man woman
25. The territorial unit is:	conservative modern
26. The territorial unit is:	young mature
27. The territorial unit is:	attractive unattractive
28. The territorial unit is color:	blue red yellow green
29. If you were to define a territorial unit by means of an animal, that would be it	short response text
30. What zodiac sign is the territorial unit?	short response text
31. Which other place (city, region) abroad is most similar to a territorial unit?	short response text
32. Name of the territorial unit	short response text
33. The territorial unit is:	rural commune rural and urban commune urban commune county city with county status region
34. For how many years (approximately) has the unit been involved in territorial marketing and promotion?	short response text
35. Name of the organizational unit in which the person completing the questionnaire works:	short response text

Source: *Own study*.